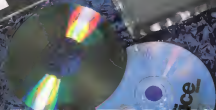
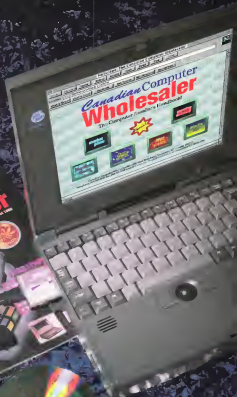


**Canadian Computer  
Wholesaler  
MEDIA KIT**

**Canadian Computer  
Wholesaler**  
COMPUTER WHOLESALE & HARDWARE

**Cashing  
in**



Reach Canadian computer resellers coast to coast with *Canadian Computer Wholesaler* (CCW), Canada's monthly premier computer reseller publication. CCW gives them the information needed to make smart purchasing decisions. Wholesalers, manufacturers, and distributors profit by gaining broad exposure to CCW's closely-targeted reseller audience.

# Instant Access to the Reseller Market

## Valuable Investment for Your Advertising Dollars

*Canadian Computer Wholesaler* is a highly successful advertising vehicle for wholesalers because it has become the indispensable source of information for Canada's reseller community. CCW is a marketing strategy that works because of the following winning elements:

### Reference Guide

Add huge lasting value to CCW's easy-to-use glossy format designed to be kept for reference and to read over time. CCW answers resellers' questions and provides the key information for which resellers are searching.

### Strong Editorial

Product news and reviews, information on the challenges of sourcing, and sound coverage of complex market issues help resellers make confident buying decisions.

### CCW Testing Labs

CCW's hardware testing facility tests and compares computers and peripherals, and reports the results. Dealer support, service, and product workability issues are covered. Products that come out on top receive CCW's Editor's Choice Award.

### Prequalified Circulation

CCW gets into the hands of a closely-defined and targeted audience of resellers in Canada. Each copy is directly mailed, individually labeled, and audited to ensure CCW reaches the people who make buying decisions.

### Monthly National Distribution

*Canadian Computer Wholesaler* strives to make CCW an essential source for every reseller in Canada. CCW distributes to resellers in every province in the country, every month of the year.



*Canadian Computer Wholesaler's* formula guarantees maximum reach for your advertising dollars. Our direct link to Canada's reseller community allows advertisers to reach the people who determine what the end-user will buy. Make the reseller a critical part of your marketing strategy through *Canadian Computer Wholesaler!*

Advertise in the magazine that gets into the hands of Canadian resellers:  
**Canadian Computer Wholesaler!**

# Qualified Circulation to Canadian Resellers

From its beginning, *Canadian Computer Wholesaler's* mission has been to put CCW into the hands of every reseller and buyer in the country. It has achieved this goal by offering complimentary subscriptions to those involved in selling, reselling, or distributing computers, networks, software, and services. Over time, CCW's circulation has achieved saturated coverage in the Canadian reseller community.

CCW's prequalified circulation guarantees advertisers maximum exposure and universal reach to resellers and buyers across Canada. CCW gets into the hands and on the desks of wholesalers' best prospects: Computer Retailers, Value Added Dealers and Resellers, Systems Integrators, and Government Purchasing Agents.



*Canadian Computer Wholesaler* is regularly audited by the CCAB (Canadian Circulation Audit Board). Ask for the CCAB's audit statement from your advertising sales representative.

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## National Distribution From Coast to Coast

Gain maximum exposure to our targeted audience  
of resellers across Canada: Advertise in **Canadian  
Computer Wholesaler!**



*Canadian Computer Wholesaler* is distributed nationally by direct mail to resellers in every province across Canada. The allocation of distribution mirrors the population centres of Canada, with just over half of CCW's copies distributed in Ontario. All regions, including all major Canadian cities, are reached by CCW.

Canadian Computer Wholesaler's editorial product provides advice from which resellers profit. Content is developed with considerable input from the reseller community. CCW gives resellers the critical information they need to take advantage of the latest trends, the newest product releases, the best suppliers, and future industry directions. CCW's in-depth market and product intelligence helps Canadian resellers to thrive in a constantly changing industry.

# Editorial:

## Market Information Resellers Need

Cover to Cover, Every Month, Canadian Computer Wholesaler Brings You:

**Industry Flash** - CCW reports industry trends and forecasts, the latest industry deals, new products, and profiles of the companies and people making the news.

**CCW's Testing Labs** - Computer products and peripherals are put through their paces in a series of benchmark comparative tests at CCW's hardware testing facilities. Our technical editors report their findings each month, providing resellers with valuable information to guide them in making smart purchasing decisions.

**The Cover Story** - CCW's editors highlight feature stories on critical industry developments. Feature articles educate resellers on the latest products and technologies, and changing market conditions, by exploring reseller issues and computer industry developments.

**The Source** - CCW regularly compiles a resource directory of suppliers and service companies which resellers use and reuse to source their needs in specific market segments.

**Columns** - CCW's industry-leading columnists focus on the business of reselling with valuable marketing, finance, and business advice in: Trends, Mac News, Marketing, Technology, and New Products.

**Product Profile** - Product reviews and analysis of the product marketplace provide resellers with the information they need to improve their bottom line.

**Departments** - Specific developments in the industry are covered each month in the following departments:

- |                   |   |
|-------------------|---|
| <b>Allison</b>    | • Corporate mergers and strategic partnerships  |
| <b>Calendar</b>   | • A complete listing of upcoming trade shows, conferences and seminars                        |
| <b>Knowledge</b>  | • Education and training events and issues  |
| <b>New Deals</b>  | • The who's who of distributors in Canada   |
| <b>Opinions</b>   | • Early press releases, letters to the editor, statements, and quotes                         |
| <b>People</b>     | • Who's hot and who's not, and the forces that make the news                                  |
| <b>Q &amp; A</b>  | • Answers to resellers' frequently asked questions  |
| <b>Government</b> | • News on important government regulations and requirements that impact the computer industry |

CCW gives resellers the information they need, and wholesalers the profitable exposure they want!



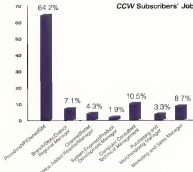
Canada Computer Wholesaler is a direct link to Canadian Resellers with the purchasing power to determine what the end-user will ultimately buy. Profit by getting your message out to CCW's closely-targeted reseller audience!

# Tap into the Audience of Decision Makers and Purchasers

*Readers of Canada Computer Wholesaler are those with influential decision-making and buying in the Canadian reseller industry. Over 64% of our audience are Presidents, Vice-Presidents, Owners, and General Managers. CCW's audience of qualified members of the reseller community includes Value Added Resellers (VARs), Original Equipment Manufacturers (OEMs), Systems and Network Integrators, Value Added Distributors (VADs), Software Developers, and Government Purchasing Agents.*

*Our audience is one of the most influential groups in the Canadian computer industry. End users turn to resellers for automated solutions and recommendations on an abundance of new products, brand names, and new technologies. Resellers often weigh alternative product options to make technical decisions on behalf of end-user clients. This gives resellers tremendous influence over the success or failure of a product or line, making it critically important for wholesalers, distributors, and manufacturers to focus on the reseller as an integral part of their total marketing strategy.*

CCW Subscribers' Job Titles



CCW gets  
into the  
hands of  
decision  
makers and  
purchasers.

FOCUS Asia April 1998

# Are You Missing Out on the Canadian Market?

## Free Trade Deal

If you are not advertising in Canada, you may be missing out on a potential market of 26 million people, a market the size of California. Many companies assume they are getting good coverage from the overlap of their advertising placed in large U.S.-based publications. This assumption may not be true. A recent survey of U.S. publications indicated that PC Magazine, the market leader, showed a circulation in Canada of only 62,000. Check with your advertising representative for actual circulation numbers in Canada.

To truly tap into the Canadian market, solid local advertising vehicles are required. More and more, U.S. companies are discovering the benefits of advertising in the Canadian Computer Wholesale, to get the dealer channel in Canada, as well as The Computer Paper, and Canada Computers - Canada's largest computer monthlies - to get to consumers in Canada.

## Your Ad Dollars Go Much Further

Given the U.S.-Canadian exchange rate differential, your dollar will go much further with advertising purchased in Canada. Recent rates have been as low as US 72¢ for one Canadian dollar. It is easy to see how advertising directly with any of Canada Computer Paper's publications can be very cost effective.

### Canadian PC Revenue

## Value of Canadian Market:

#### PC's (Single User including Workstations)

1994	\$2.55 billion
1995	\$3.44 billion (est)

#### Printer (Total Home and Office)

1994	\$394 million
1995	\$595-\$930 million (est)

#### Single Use PCs

(Home, Office, Small Business, and Government)

1994	\$1.8 billion
1995	\$2 billion

#### Home and Hobby PCs

1994	\$218 million
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#### Home Office

1994	\$68.7 million
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#### Homes with PCs:

Estimated at 30%

Source: IDC Canada

Canadian Computer  
**Wholesaler**

www.ccmw.com

The only Canadian Publisher to achieve extensive advertising reach in both the consumer and reseller channels in Canada - a 100% Canadian-owned publication.

# Background of CANADA COMPUTER PAPER INC.

*Canadian Computer Wholesaler is published by Canada Computer Paper Inc. (CCP Inc.), Canada's leading publisher of consumer and reseller channel publications for the Canadian market. Since 1988, the company has grown into a chain of publications that reaches all major Canadian markets in volume, as well as targets dealers for reseller specific advertising.*

## Reseller Channel

*Began in 1995, Canadian Computer Wholesaler magazine was launched to meet the information needs of computer resellers by providing them with a national, monthly publication that has a controlled circulation. The response has been tremendous from both advertisers and reseller readers: Advertisers get immediate and direct response from their ads; Resellers benefit from the quality editorial and timely advertising.*

## Consumer Channel

*The Computer Paper and Canada Computers are each national publications that address the needs of advertisers targeting consumers of computers in Canada. Over the past nine years, the publications have grown and expanded into every major Canadian city. These publications provide a regional focus for local advertisers and also make it possible for national advertisers to reach consumers on a wide scale. The combined monthly circulation for both publications is over 600,000.*

## On the Web

*CCW Online is the newest addition to a number of online publications from CCP Inc. One of the key strengths of CCW Online is access to an online Source Directory for resellers. In 1994, The Computer Paper appeared on the World Wide Web with TCP Online, an increasingly popular location for web surfers wanting the latest computer news. Canada Computers Online was launched roughly one year later. Links to advertiser sites, frequent updates on breaking stories, back issues and full-text search engines keep readers coming back for information on products reviewed by our publications.*



# 1996 Editorial Schedule

## September

AD CLOSE	DISTRIBUTION
Aug. 16	Sept. 4

FEATURE
Sound Cards

FOCUS
UPS

LAB
Budget Computers

## October

AD CLOSE	DISTRIBUTION
Sept. 13	Oct. 2

FEATURE
Multimedia

FOCUS
Video Conferencing ISDN

LAB
Pentium Pro

## November

AD CLOSE	DISTRIBUTION
Oct. 18	Nov. 5

FEATURE
Operating Systems

FOCUS
Mass Storage

LAB
Color Printers

## December

AD CLOSE	DISTRIBUTION
Nov. 15	Dec. 4

FEATURE
Notebooks

FOCUS
CD-ROM Drives

LAB
166 MHz Pentium

## January '97

AD CLOSE	DISTRIBUTION
Dec. 13	Jan. 6

FEATURE
Printout and Handheld Computers

FOCUS
Motherboards

LAB
Budget Notebooks

**Toronto**  
Suite 400 - 50 Adelaide Avenue  
Toronto, Ontario M5E 1J6  
**Telephone:** (416) 595-4404  
**Fax:** (416) 548-4524  
ewh@edn@open.com

**Vancouver**  
Suite 502 - 425 Canal Street  
Vancouver, BC V6B 6E3  
**Telephone:** (604) 688-2586  
**Fax:** (604) 688-2640  
vancouver@open.ca



# Rate Card

4 color process	1x	3x	6x	12x
Full Page	\$3200	\$3040	\$2880	\$2720
1/2 Page	2100	1980	1860	1740
1/3 Page	1700	1615	1530	1445
1/4 Page	1320	1258	1192	1128
1/6 Page	1060	1007	954	901
Inside Back	4385	4185	3945	3728
Inside Front	4385	4185	3945	3728
Outside Back	4885	4745	4485	4245

Black + 1 Color	1x	3x	6x	12x
Full Page	\$2660	\$2422	\$2286	\$2166
1/2 Page	1610	1529	1449	1368
1/3 Page	1310	1245	1180	1110
1/4 Page	990	940	891	840
1/6 Page	670	644	610	578

Black	1x	3x	6x	12x
Full Page	\$2360	\$2232	\$2116	\$1998
1/2 Page	1438	1368	1296	1222
1/3 Page	1168	1138	1078	1018
1/4 Page	880	830	792	748
1/6 Page	568	538	510	480

**Supplementary Issues:** Advertising rates for London Canada and Canada Pacific Film are available on request.

**Insert, Reply Cards and Coupon Rates:** Insert, Reply Card and Coupon advertising is available and will be quoted on request. A minimum quantity of 3600 units is required @ 25 per cent.

**Combination Discount:** Advertising in Canadian Computer Wholesaler and Canada Computer/ Toronto Computer/ Computer Player and The Computer Paper may be combined for added frequency discounts. Call your account manager for details.

- consecutive page discounts is available.
- advertising priority is available after space closing date.
- guaranteed position premium - 10% on earned space rates.

**Terms of Payment:** Interest of 2% per month is charged on unpaid accounts after 30 days. An direct accounts payment should be made with order or on closing date unless credit terms have been arranged in advance.

Ad. Sizes	Width (H)	Width (V)
Full Page	7 x 10	7 x 10
1/2 Page	7 x 4-7/8	3-5/16 x 10
1/3 Page	7 x 3-1/4	2-1/8 x 10
1/4 Page	3-5/16 x 4-3/8	—
1/6 Page	—	2-1/8 x 4-7/8



## SPECIFICATIONS

**Printing Process:** Black Offset

**Screens:** 15 - 120 lines per inch

**Printing Method:** Offset & Trim

**Type Paper:** 17" x 18"

**Title Size:** 8-1/4" x 12-3/4"

**Head Size:** 8-1/2" x 11-1/4"

**Color Ads:** Supply one set of Hard Dot four-color process film negative (right reading, emulsion down) and a color proof with color bars. Supply two sets of Hard Dot four-color process film negatives and a color proof with color bars for double page spreads. Film for each color should have centre register marks on all four sides.

**B&W Ads:** Supply negative film and proof or films, PMT, etc.

**Creative Services:** Canadian Computer Wholesaler can supply complete creative services including design, writing, illustrating and photography. An estimate will be prepared for approval prior to commencement of work. Advertiser assumes responsibility for proofing and accuracy of information on paid ad ads.

## General Policy

1. Space quoted is for space only. If material must be altered, there will be an extra charge.
2. Proof for correction will not be submitted except on paid ad copy and ads on which publication slips in major elements (all such material must) be received by space close date. Color proofs can not be supplied.
3. Ads must run within 10 months of first insertion to earn frequency discounts. Multiple ads in one issue qualify for frequency discounts.
4. Publisher will not be responsible for ad material beyond six months after publication.

# Canadian Computer Wholesaler Test Labs

## 1. What is CCW Labs?

Our mission is to provide independent, honest and unbiased critiques of computer-related products and to play a key role in the technical education of Canadian readers and VARs. Situated in the busy Toronto offices of Canada Computer Paper Inc., the Labs does testing for *Canadian Computer Wholesaler* as well as *The Computer Paper*.

## 2. What are the benefits of sending my products in for testing?

All products that are entered into the survey can potentially benefit from increased exposure in the marketplace. A chance to win the coveted Editor's Choice Award from CCW Labs is a large motivator for many companies, as winning has been shown to significantly impact sales.

## 3. How do I get my products included in the Lab surveys?

Contact one of the representatives for CCW Labs in Toronto for a complete list of upcoming products to be reviewed. At the appropriate time, you will be contacted to send your products in for review. Your submissions will not be considered unless the form that accompanies it is fully completed.



## 4. Where do I send my products?

Canadian Computer Wholesaler Labs

c/o Canada Computer Paper Inc.

408-99 Adelaide Ave., Toronto, Ontario M6K 3J8

Tel 416-535-8404 Fax 416-588-8574

Email: [testlab@ccp.com](mailto:testlab@ccp.com)

## 5. How long are my products kept?

Allow four to six weeks for testing purposes. Products in short supply can often be expedited. Contact your Labs representative for specifics.

## 6. What are the restrictions on my usage of the CCW Editor's Choice Logo?

You are welcome to use the logo in your promotions for your award winning products. We ask that you make the logo award specific to the award winning product. Also, we request that you list the specific month and year of the award. A package is available which includes printed logos and disk versions for easy inclusion in your advertising materials.



*Canadian* Computer  
**Wholesaler**